

# SchoolAppKC

## Year One: Data Review



### Why SchoolAppKC?

Show Me KC Schools is committed to partnering with parents on their school search journey, ensuring that all families have access to information and resources to make the best school decision for their child. Over the years, this parent-led nonprofit increasingly recognized that not only is accessing school information challenging, but applying to schools is equally difficult. Schools' application deadlines spanned from December – August; the documents schools required varied dramatically; and some schools necessitated that families apply in person, while others required online applications. In the fall of 2018, Show Me KC Schools invited every public school to participate in a streamlined process that makes applying to schools more accessible and equitable for Kansas City families. Sixteen charter schools accepted this invitation and came together to create one simple school application – SchoolAppKC.

### How It Works

With SchoolAppKC, parents and guardians no longer have to manage multiple applications and deadlines or travel to several schools to complete lengthy paper applications. SchoolAppKC only requires basic information from families and the application can be completed in less than five minutes on a mobile device. Schools participating in SchoolAppKC also agreed to the same application deadline. Schools make offers to families on the same day (at the same time!) and families have two weeks to accept one offer. If families do not receive an offer from a school, they receive a waitlist number. Once families accept a school's offer, they complete the enrollment process with that school.



By creating one application, SchoolAppKC simplifies the process and increases the number of educational opportunities for students. It's a win for families and schools.

### 2018-2019 Participating SchoolAppKC Schools

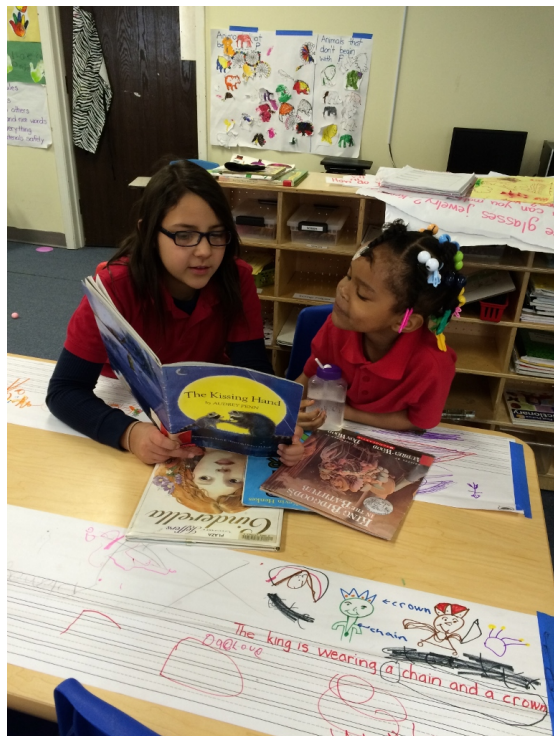
Académie Lafayette | Academy for Integrated Arts | Brookside Charter School  
Citizens of the World KC | Crossroads Charter Schools | DeLaSalle Education Center  
Ewing Marion Kauffman School | Genesis School | Gordon Parks Elementary School  
Guadalupe Centers Schools | Hogan Preparatory Academy | Hope Leadership Academy  
Kansas City Girls Preparatory Academy | Kansas City Neighborhood Academy  
KIPP: Endeavor Academy | Pathway Academy

***"For five years, we've heard parents' frustration trying to navigate the multiple application deadlines and application processes. We're so pleased that the majority of charter schools stepped up to make applying to schools easier for all Kansas City families."***

***-Tricia Johnson, Executive Director of Show Me KC Schools***

# Year One Application Results

December 3, 2018 - October 4, 2019



**16** charter LEAs participated

**22** campuses represented

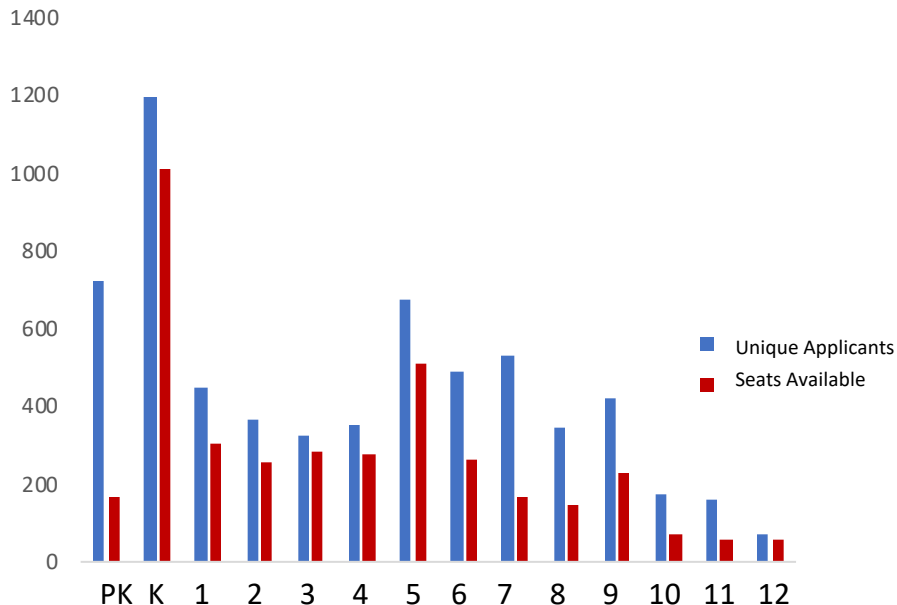
**3,482** open seats available

**6,267** unique students applied

**13,492** total applications submitted

In its first year, participation exceeded participation expectations. 6,267 students submitted applications for 3,482 open seats. Pre-K, Kindergarten, and 5<sup>th</sup> grade received the highest number of applications as these are among the most traditional entry grades in Kansas City.

## Total Applicants vs. Total Seats Available



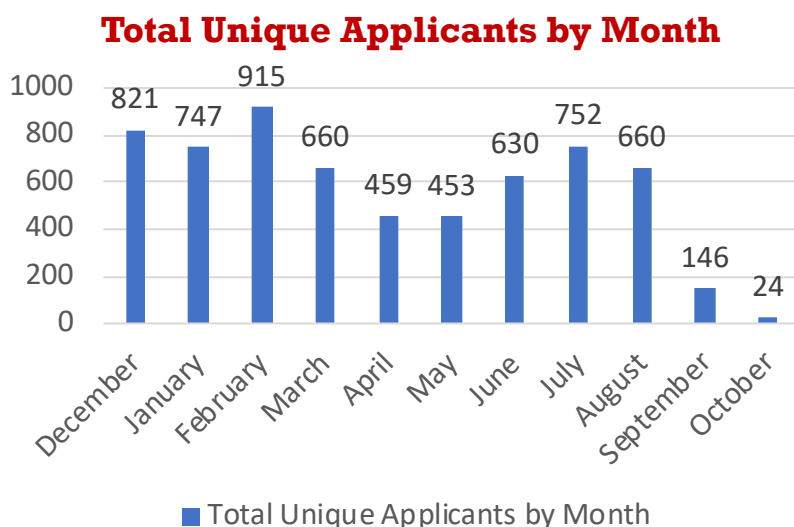
*"I have been a parent with children in various schools – both public and charter – in Kansas City for over 10 years. Applying to schools has always been complicated, and at times, unclear task. This year, we had the opportunity to use SchoolAppKC and I was blown away by how easy it was to use, and how quickly we were done. It was so easy, I thought I had made a mistake! SchoolAppKC changed applying for schools from a chore to a breeze!"*

*-Roxanna Schaffe, Parent*

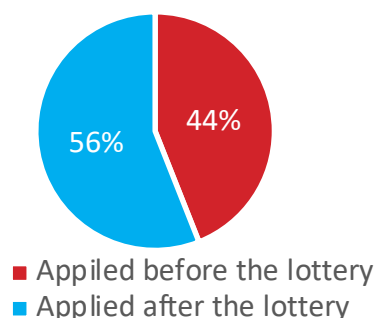


## Total Participation and Feedback

In Year One, 6,267 unique students participated in the SchoolAppKC process. Application submissions peaked before the lottery deadline, but overall was very consistent throughout the period. SchoolAppKC remained accessible throughout the process and families became increasingly aware of the process as the new school year approached. Fifty-six percent submitted applications after the March 1 deadline – during “Open Enrollment.” Moving forward, SchoolAppKC is eager to increase the percentage of families that submit applications before the lottery deadline.



### Percent of Families Who Applied Before vs. After the Application Deadline\*



\*Main Round (Pre-Lottery): December 3, 2018 - March 1, 2019  
Open Enrollment (Post-Lottery): March 2, 2019 - Start of School

**74%** of families said... “SchoolAppKC was easy or very easy to use.”

**70%** of families used... SchoolAppKC/Show Me KC Schools to learn and discover information about their child’s future school.

**78%** of families said... “It would be helpful if KCPS was a part of the application.”

*“The SchoolAppKC process was very user friendly, making it easy for our families to navigate. Before SchoolAppKC parents’ access to schools was limited because of the complicated application processes. SchoolAppKC takes the work out of the process, relieves stress and saves time for parents by giving different options all within one application.”*

*-LaVon Carter  
Education Navigator, United Way Greater Kansas City*

# Families and Choice

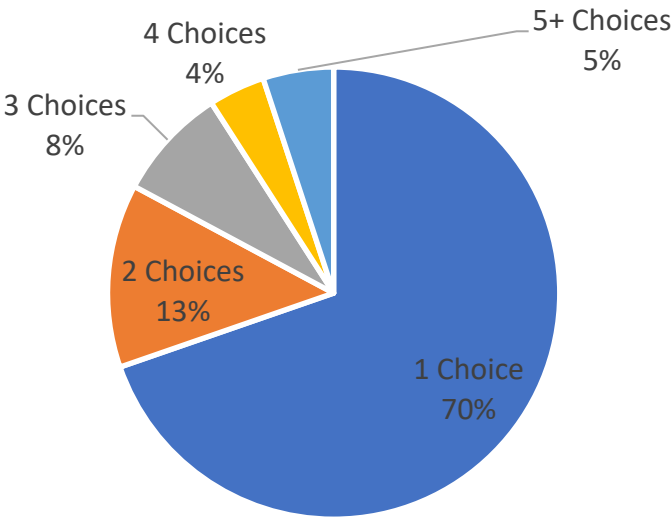
Through SchoolAppKC, families are finding it easier than ever to discover and apply to multiple school options with one clear process. Thirty percent of families selected more than one school, demonstrating that even with multiple options available parents are not simply clicking down a list, but they are deliberately choosing the school(s) that they feel is the best option for their students.

## Percent of Applicants that Received an Offer – “Match Rate”

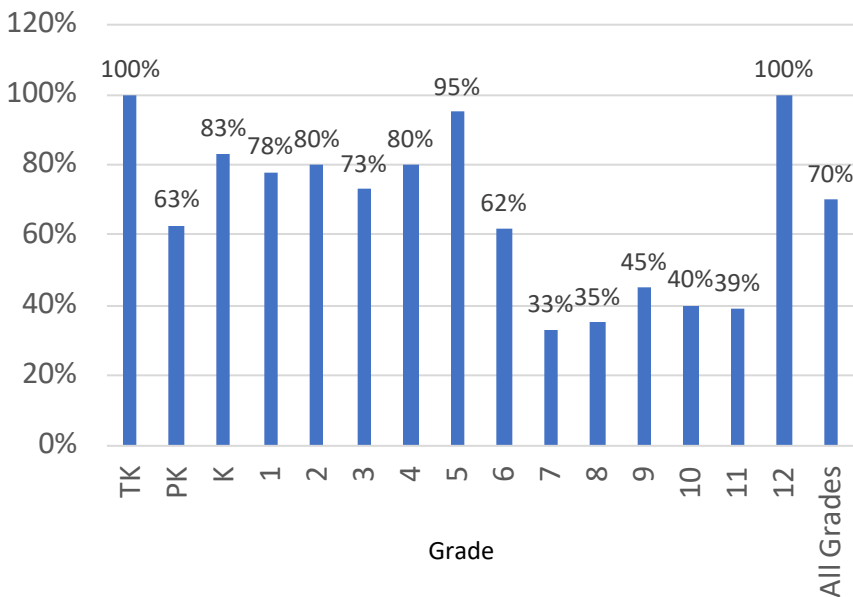
In Kindergarten, 83% of students received an offer and in 5<sup>th</sup> grade, 95% received an offer. Students who did not receive an initial match were added to waitlists.

High match rates in entry-grades indicate that families who are most in need of educational options and opportunities are successfully navigating the school choice landscape.

Number of School Choices per Applicant



Match Rate Per Grade



A match rate is the percentage of students that received an offer from the school of their choice.

75%

of families accepted their offer by the deadline, indicating that the majority of families understood the associated deadlines.

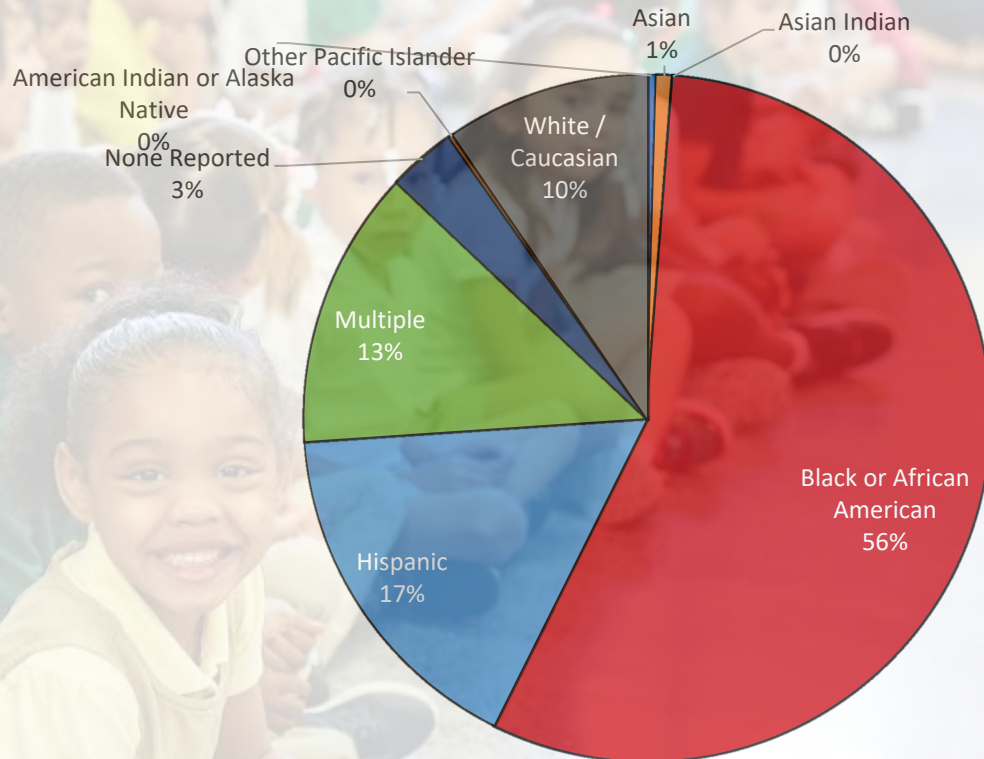


# Educational Equity & Access

Students of all backgrounds deserve equitable access to educational opportunities. Show Me KC Schools strives to give all families the information and access they need to apply to the best school for their child's needs through SchoolAppKC.

In its first year, SchoolAppKC cut across racial and economic boundaries, and reached a diverse applicant pool, representative of the communities in the Kansas City Public Schools' boundaries.

Total Unique Applicants by Ethnicity



**6.4%** of all unique applicants entered a preferred language of Spanish.

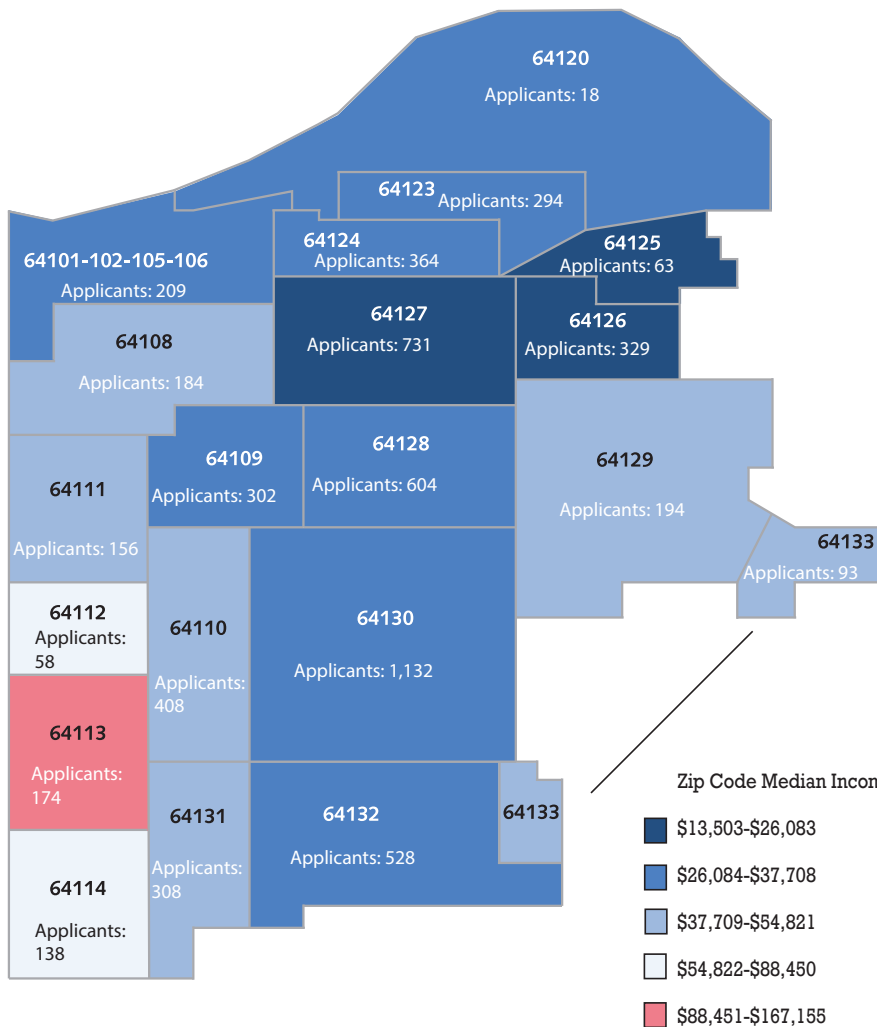


**59%** of families accessed the application on a mobile device providing increase equity for all families across the district.

*"The SchoolAppKC is a WIN for parents, students and schools. I'm so grateful for this tool which is very easy to use and saves time. In less than 5 minutes, I was able to apply for the Kansas City schools our family was considering for our kindergartener-to-be. The notifications (via email and text) also kept me up-to-date on the process and ensured that we provided timely answers to the school districts about our decisions. This process also seems far more equitable for families, as submitting paper applications by waiting in line all day outside a school just to be 'first on the list' is just not an option for everyone. Knowing that our application was submitted and received allowed us to breathe easy and focus on getting ready for kindergarten."*

*-Virginia Blanton, Parent*

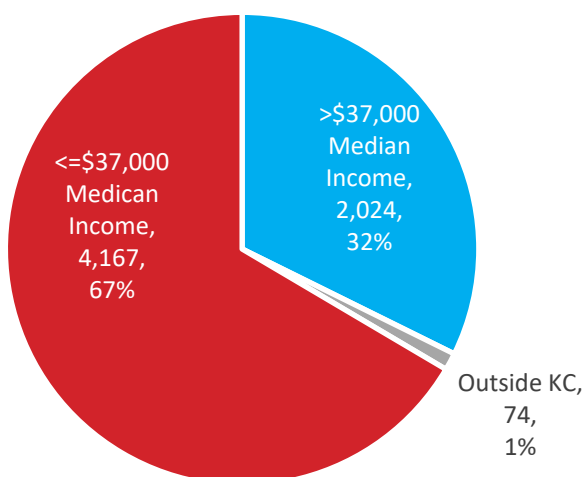
# Participation by Zip Code



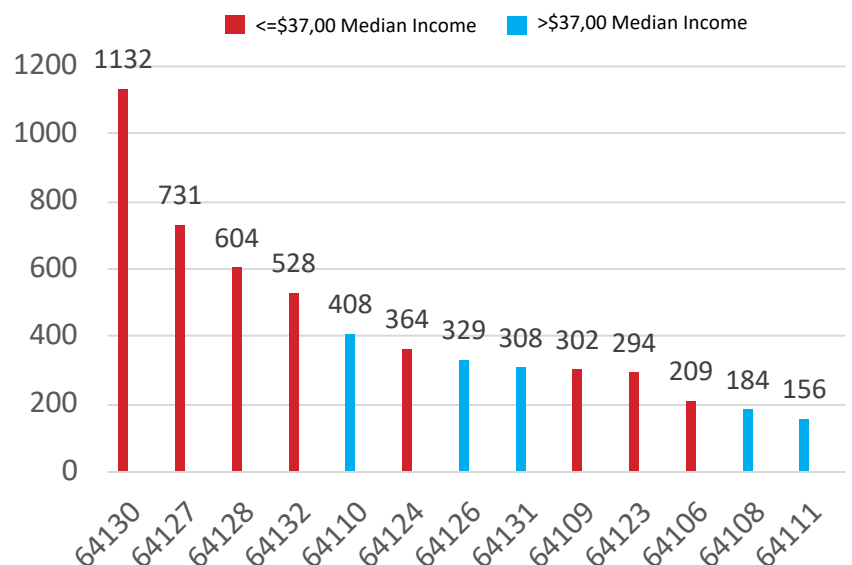
Sixty-seven percent of Kansas City applicants were from a zip code with a “very low median” household income ( $\leq \$37,000$ ). The four zip codes with the most unique applicants were in this category, and 8 of the 13 most represented zip codes are in the “very low median” income category.

ZIP Codes Source: US Census Bureau 2011-2015 American Community Survey

## Total Unique Applicants by Zip Code-Based Income



## Total Unique Applicants by Zip Code This only includes Zip Codes with >99 Unique Applicants



## Enrollment and School Feedback

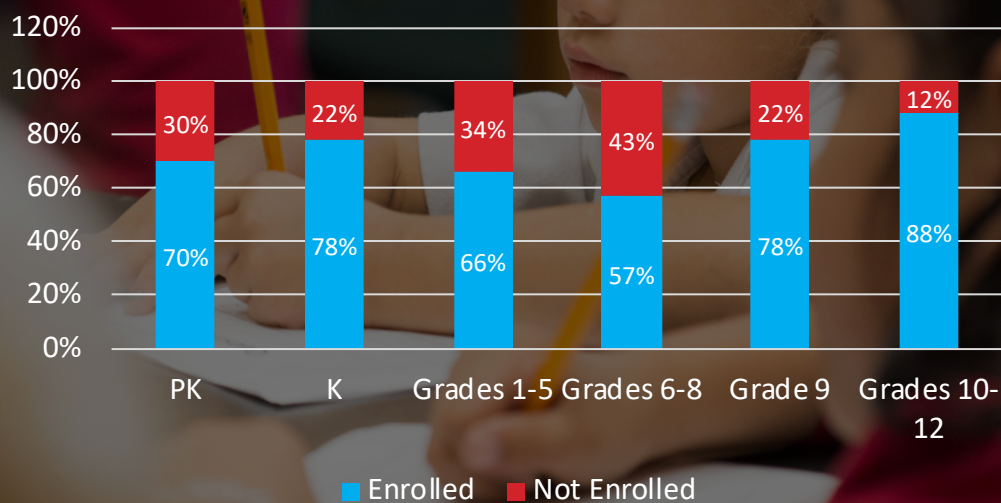


On average, 71% of families who applied by the lottery deadline accepted a seat and enrolled in a school.



68% of *all* families who received an offer ultimately enrolled in a SchoolAppKC school

**Current Enrollment Rate for Students Who Accepted a Seat by 4/13/19**



According to participating schools that tracked first day "no-show" data, they saw a 37% decrease in first day "no-shows" compared to the previous year.

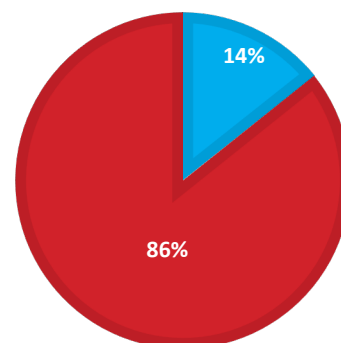
SchoolAppKC is working for schools, allowing them to reach more families and start the year with more accurate and stable school rosters.

*"SchoolAppKC has made it very easy for our prospective students to apply to our schools especially since parents can choose to complete it in Spanish. Our registrars also find it very user friendly and are able to pull reports and check the status of applications."*

*-Ed Mendez, Guadalupe Centers*

**School Enrollment, by Percentage of Seats Filled**

■ 51-75% fully enrolled ■ 76-100% fully enrolled

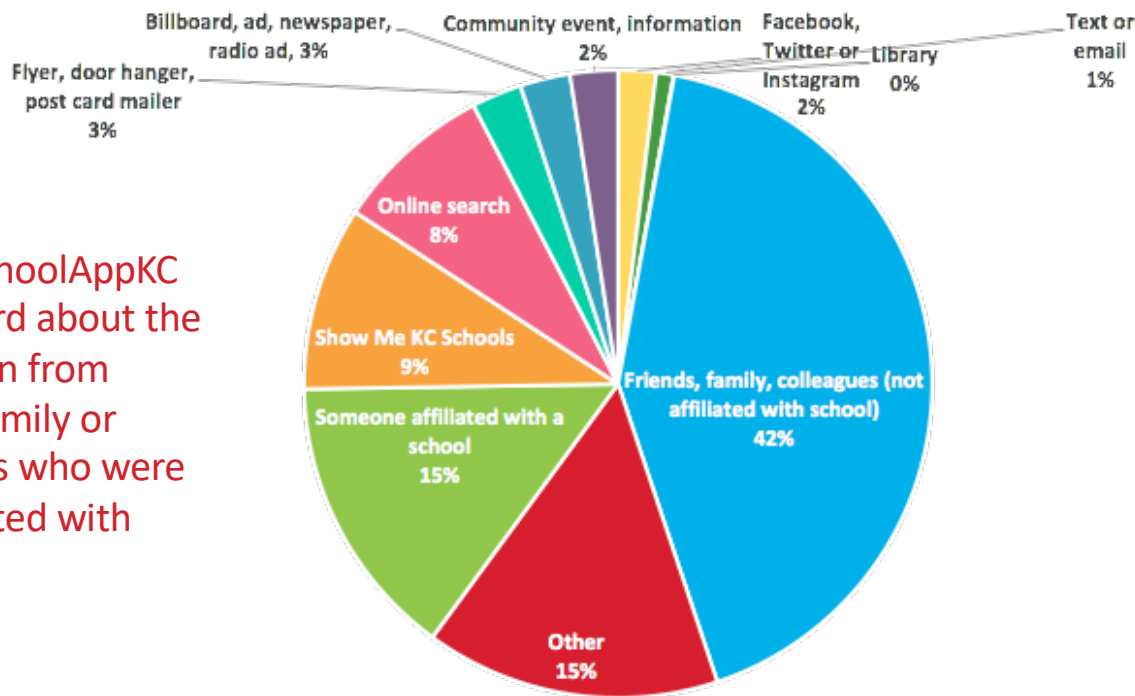




## Spreading the Word



42% of SchoolAppKC users heard about the application from friends, family or colleagues who were not affiliated with schools.



## SchoolAppKC Community Partners

SchoolAppKC would not be possible without the support of our community partners that believe that applying to schools should be an easy and equitable process for all Kansas City families.



**SHOW ME  
KC SCHOOLS**  
Know your options.

SchoolAppKC streamlines the charter school application process for families in the Kansas City Public School boundaries. It is a special project of Show Me KC Schools a nonprofit with a mission to help parents understand their school options, in partnership with a number of local Kansas City organizations committed to educational equity.